

Purchase Intention of Pregnancy Pillow: Price, Brand Awareness, and Brand Image

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ABSTRACT

This study was conducted to determine analysis of price, brand awareness, and brand image to the purchase intention of pregnancy pillow. The object of the research is the mothers and pregnancy women in Indonesia. The data was obtained by using a questionnaire distributed online to 115 respondents. The data was examined with Partial Least Square by testing the outer and inner model with a significance level of 0.05 (5%=1.96). The results indicated that price (t-stats=1.134) positive but has no significant influence toward purchase intention, brand awareness (t-stats=2.239), and brand image (t-stats=4.709) are positive and have influences on purchase intention. The highest impact is from brand (t-stats=4.709). It shows that product innovation for pregnancy pillow is an essential consideration for consumers to buy pregnancy pillow. In overview, Surya Bedsheet is a small medium enterprise engaged in the production of baby and mother products that continually upgrade their product and customer service for better serve the customers.

Keywords:

Price, Brand Awareness, Brand Image, Purchase Intention

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INTRODUCTION

Economics growth patterns in Indonesia are in line with the trend of structural transformation processes that occur in various countries, where there is a decline in the contribution of the agricultural sector (The primary sector), while the contribution of the secondary (Manufacture) and tertiary (Service or service industry) sectors tend to increase [1]. Indonesia has great potential in terms of the economy both in terms of markets and producers. The negative effect of the condition of the global economy such as the difficulty of competing with products from overseas, turn off efforts in the country, the weakening of the national industrial development and worsen the prospects of long-term economic growth [2]. Therefore with a population of 230 million people, it is proper that we are not only become a market for other countries, but also as producers [3] (Budisusilo, 2011). Entrepreneurs are needed in order to make this country to be

more developed. Entrepreneurship is an attitude that is visible from the ability to create something new and unique so that it has value and can be beneficial to himself or others [4]. Economic development towards the creative industry is one form of optimism for aspirations to support the Master Plan for the Acceleration and Expansion of Indonesian Economic Development in realizing Indonesia's vision of becoming a developed country[5].

Omni-channel retailing has currently emerged from the consumers' need for an extensive shopping experience that allows for integrated shopping across all marketing channels [6]. Omni-channel is the distribution concepts of retailers who operate both bricks-and-mortar stores and a distance channel [7]. The Indonesian retailers, who are mainly segregated in different SMEs, are now more than ever striving to ensure that the consumer can have direct access to their products both in stores (offline) and online.

Table 1. Fertility Rate in Indonesia

Year	Population	Yearly % Change	Fertility Rate	Yearly Change
2015	258,383,256	1.33%	2.45	3,309,808
2016	261,556,381	1.23%	2.42	3,173,125
2017	264,650,963	1.18%	2.42	3,094,582
2018	267,670,543	1.14%	2.42	3,019,580
2019	270,625,568	1.10%	2.42	2,955,025

Source: [8]

Mothers become decision makers for purchasing various household products, besides that, a mother will recommend a brand to other mothers in a group discussion that will be followed by other mothers (Kertajaya, 2005). In Indonesia the market segment of mother and baby products has a potential and very attractive market segmentation to work on, this opportunity is increasingly tempting because it is accompanied by a large increase in the number of the middle class who are known to love shopping [9]. One in every five Indonesians now belongs to the middle-class group, today's middle class counts at least 52 million people whose consumption accounts for 43 percent of total household consumption [10].

In the marketing strategy, price is one of the strategies used in attracting the purchase of products or services. Another study suggested that price has conventionally been defined as an indicator of sacrifice and of quality in the economics and marketing disciplines [11]. Another researcher define price as the amount of money needed to get a combination of goods and services [12]. Price as the amount of money and/or other aspects that contain certain utilities needed to get a product [13]. Brand awareness is related to the strength of the resulting brand node or traces in memory, as reflected by consumers' ability to identify the brand under different conditions [14]. Brand awareness is the probability that, consumers are familiar about the availability and accessibility of a company's

product and service [15]. This means that the consumer first attains awareness and knowledge about a product, subsequently develops positive or negative feelings towards the product and finally acts by buying and using or by rejecting and avoiding the product. Brand image is defined as personalities created by advertising, packaging, branding, and other marketing strategies [16]. An increase in brand image enhances the purchase intention [17]. Another researcher defines brand image as the image that the brand leaves with the consumers [18]. Brand image influence customers perceived quality and therefore further affect intention of consumers to purchase [19]. As a result, a strong and favorable brand image can positively bias consumers' impression of product attributes [20]. Since it was first introduced formally into the marketing discipline [21], communication of a brand image to a target segment has been regarded as an important marketing activity ([22]).

Consumer Behavior

Consumer behavior is defined as a field of study that focuses on consumer activities including consumption analysis on why and how people use products, besides why and how they buy products [23]. Another define consumer behavior as the purchasing, using, evaluating, and disposing to satisfy their personal needs [24]. Consumer behavior is defined as the activities people undertake when obtaining, consuming, and disposing of products and services [25]. Another

researcher defines consumer behavior as the acquisition, consumption and disposal of products, services, and ideas by decision making units [26]. Another definition of consumer behavior is the study of individuals, group or organizations in obtaining, using and disposing of products and services including the decision processes that precede and follow these behavior [27]. In conclusion consumer behavior is the study of individuals, groups or organizations in obtaining, consuming, and disposing of products and services.

Price

Price is a value that will purchase a finite quantity, weight, or other measure of a good or service [28], as what is sacrificed or given up to obtains a product or a service [29], the value paid for a product in a marketing exchange [30] (Hult et al., 2014), and as the amount of money or value set to be exchanged for an item or service [31]. In other words, price is the value measure of a products or services that need to be paid in exchange for an item or service. Consumer responses to price can be measured by the concept of the demand curve, a negatively sloped relationship between the quantity demanded of a good or service and the price of that good or service [32]. Product price has long been considered a key predictor of consumers' purchase decision-making, convey information to the consumer regarding product/service quality and value [33], an important factor in purchasing decisions [34], with dimensions [35]; price list, discount/allowance, and affordability.

Brand Awareness

Brand awareness refers it to whether consumers can recall or recognize a brand, or simply whether consumers know about a brand [36], a buyer's ability to recognize or recall that a specific brand name is a member of a certain product category [37], the strength of a brand's presence in consumers' mind [14], the brand node or trace in memory, which we can measure

as the consumer's ability to identify the brand under different conditions [38] with the dimensions; brand recognition, brand recall, purchase, and consumption.

Brand Image

Brand image is an association that exists in the minds of customers to differentiate from alternative brands such as symbols, names, designs, letters, or special colors that make consumers' understanding of the brand as a whole and consumer trust in a particular brand and how consumers perceive a brand [39], the attributes and benefits associated with a brand that make the brand distinctive, thereby distinguishing the firm's offer from competition [40], the general impression of the brand object that marketers present to their target groups [41], the brand perceptions in the minds of consumers [42], the consumers associate with the product, based on experiences, impressions, and perceptions of the functional, emotional, and symbolic benefits of the brand, [43] and the indicators of Brand Image are: saliency, reputation, familiarity, trustworthy, and service excellent.

Purchase Intention

Purchase intention is described as a transaction behavior shown by customers after making evaluation of goods and services [44], the likelihood that a customer will buy some particular product or service [33], the mental stage in the decision-making process where the consumer has developed an actual willingness to act toward an object or brand [14], an effective tool use in predicting purchasing process [45], the buyer's self-instruction to purchase the brand or a product [46], the degree to which consumers intend to buy scarce products [47], as the probability that the consumer will purchase the product [48], to purchase a product in the future [49], with the indicators; willingness to make a purchase, and the desire of consumers to make purchases in the future [50].

The Influence of Price toward Purchase Intentions refers to the previous research [51] found that price has significant and positive influence between price and purchase intention of e-commerce customers, [52] price has a positive influence toward purchase intention in Saudi Arabia for Al-Hassa case study, and [53] showed that price has a positive influence toward purchase intention for GM food.

H1: Price has positive influence to the purchase intention of pregnancy pillow.

The Influence of Brand Awareness to Purchase Intentions refers to the previous research [44] found that brand awareness has a strong and positive influence toward the purchase intention [15] also found brand awareness has a positive influence in assessing purchase intentions of consumer, and [39] has shown that brand awareness has a significant direct effect on purchase intention.

H2: Brand awareness has positive influence to the purchase intention.

The Influence of Brand Image to Purchase Intentions refers to the previous research conducted [54] found that brand image has positive influence on purchase intention.

H3: Brand image has positive influence to the purchase intention.

RESEARCH METHOD

The approach taken in this study is a quantitative data approach in the form of numbers as generally gathered through structured questions as generated from broad answers from questions in a questionnaire (Sekaran & Bougie, 2016). The population is pregnant women in Indonesia where the criteria for the respondent are those who already know the Pregnancy Pillow product. Total samples are 115.

RESULTS AND DISCUSSION

Table 2. Profile of Respondents

Respondent Characteristics		Total	Percentage
Gender	Male	0	0%
	Female	115	100%
Age	17 – 25 years old	37	32%
	26 – 30 years old	53	46%
	31 – 40 years old	17	15%
	> 40 years old	8	7%
	Occupation	General Employees	40
	Housewife	47	41%
	Entrepreneur	15	13%
	Student	2	2%
	Others	11	9%
Income per month	Rp. 1,000,000 – Rp. 3,000,000	35	30%
	Rp. 3,000,000 – Rp. 5,000,000	47	41%
	> Rp. 5,000,000	33	29%

All of the respondents 100% are women. It shows that of 115 respondents aged between 17-25 years as many as 37 people or 32% and aged

26-30 years as many as 53 people or 46% while aged 31-40 years as many as 17 people or 15 % and respondents aged over 41 years were 8 people

or 7%. Therefore in this study the age of the respondents who were most involved was 26 - 30 years, this is because the age of 26 - 30 years is the majority of the age at which a woman starts her first pregnancy in Indonesia (www.bkkbn.go.id). That out of 115 respondents who have general employees as many as 40 people or 35%, housewives as many as 47 people or 41%, entrepreneurs as many as 15 people or 13%, students as many as 2 people or 2%, and others as many as 11 people or 9%. The conclusion of the characteristics based on

occupation of the respondents shows that majority of respondents are a housewife. The monthly income characteristics obtained are dominated by respondents with a monthly income level of Rp. 3,000,000 - Rp. 5,000,000 as many as 47 people or 41%, the other results of the survey show that respondents with income of Rp. 1,000,000 - Rp. 3,000,000 as many as 35 people or 30% and above Rp. 5,000,000 as many as 33 people or 29%. This shows that most customers of pregnancy pillow are people with wealth status of middle to upper class citizens.

Data Analysis Method Partial Least Square (PLS)

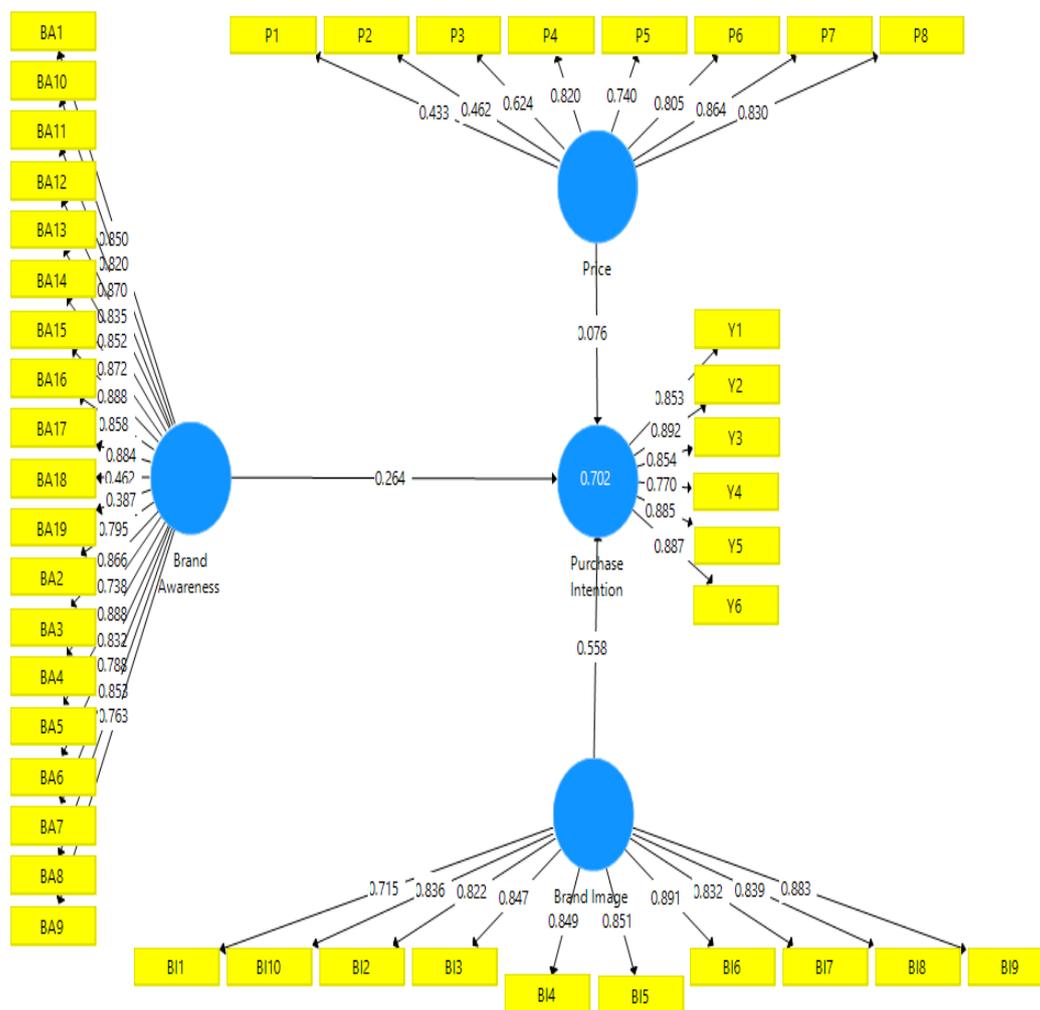


Figure 1. PLS Algorithm

Based on Figure 1, it can be seen that there are several invalid statements, namely statements P1 (0.433), P2 (0.462), P3 (0.624), BA18 (0.462),

and BA19 (0.387) with loading factor values below 0.7, and will be dropped from the model.

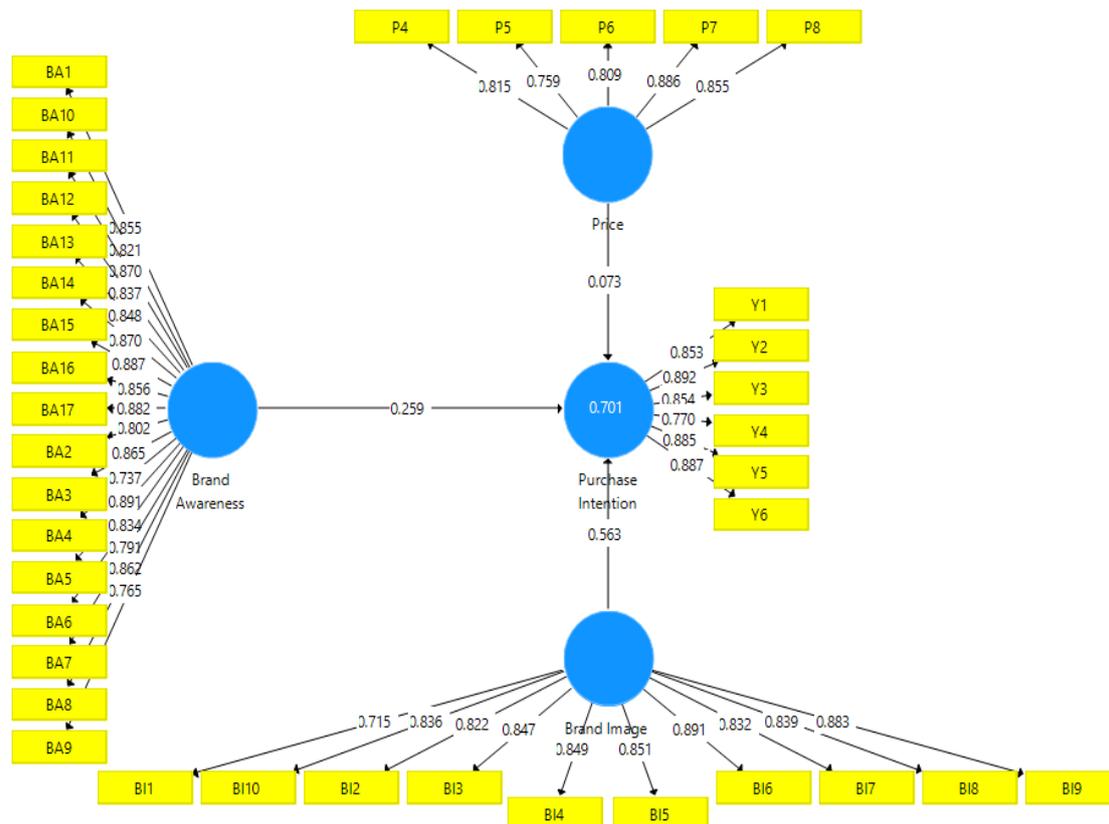


Figure 2. PLS Algorithm Result (Modified 1)

Figure 2 shows all statements have fulfilled the outer loadings criteria, which is > 0.7.

by looking at the average variance extracted (AVE) value.

In addition to seeing the value of loading factors, convergent validity can also be assessed

Table 2. Convergent Validity (AVE) Test

Construct	Average Variance Extracted (AVE)	Information
P (X1)	0.682	Valid
BA (X2)	0.707	Valid
BI (X3)	0.702	Valid
PI (Y)	0.736	Valid

Since there is no problem in convergent validity, the next step tested is the problem related to discriminant validity which is done by looking at the square root of average variance extracted

(AVE) value for each construct with the correlation value between constructs in the model. This method is often called the Fornell Larcker Criterion.

Table 3. Fornell-Larcker Criterion Test

	Brand Awareness (X2)	Brand Image (X3)	Price (X1)	Purchase Intention (Y)
Brand Awareness (X2)	0.841			
Brand Image (X3)	0.813	0.838		
Price (X1)	0.574	0.635	0.826	
Purchase Intention (Y)	0.759	0.820	0.579	0.858

It can be seen that the square root of average variance extracted values are 0.841, 0.838, 0.826, and 0.858. These values are greater than the

correlation of each construct and have met the criteria for discriminant validity

Table 4. Discriminant Validity (Cross Loading) Test

	Brand Awareness (X2)	Brand Image (X3)	Price (X1)	Purchase Intention (Y)
BA1	0.855	0.674	0.578	0.645
BA10	0.821	0.685	0.465	0.593
BA11	0.870	0.704	0.445	0.626
BA12	0.837	0.761	0.484	0.682
BA13	0.848	0.712	0.480	0.672
BA14	0.870	0.610	0.447	0.627
BA15	0.887	0.611	0.441	0.628
BA16	0.856	0.625	0.419	0.641
BA17	0.882	0.643	0.406	0.667
BA2	0.802	0.736	0.496	0.617
BA3	0.865	0.665	0.468	0.654
BA4	0.737	0.601	0.436	0.566
BA5	0.891	0.702	0.489	0.669
BA6	0.834	0.688	0.515	0.646
BA7	0.791	0.689	0.511	0.633
BA8	0.862	0.790	0.571	0.676
BA9	0.765	0.709	0.556	0.578
BI1	0.684	0.715	0.406	0.584
BI10	0.623	0.836	0.558	0.697
BI2	0.693	0.822	0.544	0.665
BI3	0.684	0.847	0.567	0.683
BI4	0.670	0.849	0.575	0.643
BI5	0.717	0.851	0.520	0.683
BI6	0.738	0.891	0.568	0.741
BI7	0.667	0.832	0.510	0.697
BI8	0.666	0.839	0.512	0.746
BI9	0.676	0.883	0.546	0.711
P4	0.423	0.493	0.815	0.434
P5	0.285	0.372	0.759	0.308
P6	0.349	0.452	0.809	0.400
P7	0.557	0.599	0.886	0.551
P8	0.634	0.623	0.855	0.601
Y1	0.581	0.675	0.478	0.853
Y2	0.678	0.716	0.495	0.892
Y3	0.671	0.696	0.467	0.854
Y4	0.570	0.606	0.514	0.770
Y5	0.679	0.746	0.519	0.885
Y6	0.713	0.768	0.513	0.887

From table 4., it can be concluded that the loading value of each construct intended is greater than the value of loading with the other construct. It can be concluded that all indicators are valid and there is no problem in discriminant validity.

The reliability test was performed using the Composite Reliability and Cronbach's Alpha test by looking at all latent variable values that had Composite Reliability and Cronbach's Alpha values ≥ 0.7 , it meant that the construct had good reliability or the questionnaire used as a tool in this study was reliable or consistent.

Table 5. Composity Reliability Test

	Composite Reliability	Cronbach's Alpha	Information
Price (X1)	0.915	0.887	Reliable
Brand Awareness (X2)	0.976	0.974	Reliable
Brand Image (X3)	0.959	0.952	Reliable
Purchase Intention (Y)	0.943	0.928	Reliable

Table 5 shows all latent variable values have a Composite Reliability value ≥ 0.7 . The results of the Cronbach's Alpha test also showed that all values of the latent variable had a Cronbach's Alpha value of ≥ 0.7 so that the construct had good reliability or the questionnaire

used as a tool in this study was reliable or consistent.

In this study, there are endogenous variables, namely impulsive purchases that are influenced by exogenous variables, namely price, brand awareness, and brand image.

Table 6. R² / Endogen

Endogen Variable	R ²	R ² Adjusted
Purchase Intention (Y)	0.701	0.693

The value of R² or the coefficient of determination of the purchase intention construct is 0.693 indicates that endogenous variables of purchase intention can be explained by exogenous

variables namely price, brand awareness, and brand image of 69.3% while the remaining 30.7% is explained by other exogenous variables.

Table 7. Predictive Relevance (Q²) Test

	SSO	SSE	Q ² (=1-SSE/SSO)
Price (X1)	575.000	575.000	
Brand Awareness (X2)	1.955.000	1.955.000	
Brand Image (X3)	1.150.000	1.150.000	
Purchase Intention (Y)	690.000	362.188	0.475

Based on the predictive relevance (Q²) calculation shows a value of 0.475, it can be concluded that the model has a relevant predictive value.

Goodness of Fit Model (GoF) illustrates the overall suitability of the model calculated from the squared residuals of the predicted model compared to the actual data (Tenenhaus et al., 2004).

$$GoF = \sqrt{AVE \times R^2} = \sqrt{0.707 \times 0.701} = 0.704$$

The result is 0.704, means that the performance between the measurement model and

structural model has a large GoF of 0.704 (above 0.38). That means that 70.4% of the variation in

the purchase intention variable is explained by the variable price, brand awareness, and brand image.

Table 7. Hypothesis Test

Hypothesis	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1	P > PI	0.073	0.074	0.065	1.134	0.257
H2	BA > PI	0.259	0.259	0.116	2.239	0.026
H3	BI > PI	0.563	0.564	0.120	4.709	0.000

Price has a positive but not significant effect on purchase intention. This is indicated by the test results between the two variables of an original sample value of 0.073 which means that price have positive influence toward purchase intention but with the t-statistics value of 1.134 (<1.96) implies that the influence is not significant. The value of original sample is positive, meaning that it has a positive effect, that is, the increase in the assessment of Price has positive impact toward Purchase Intention but the positive effect is not too significant.

Brand awareness positively influence purchase intention. This is indicated by the results of tests between the two variables of an original sample value of 0.259 and a t-statistics value of 2,239 (> 1.96) which implies that purchase intention is influenced directly and positively by

brand awareness. The value of original sample is positive and significant as indicate from t-statistics result, meaning that it has a positive effect, that is, the increase in the assessment of Brand Awareness will increase the Purchase Intention.

Brand image positively influence purchase intention. This is indicated by the results of tests between the two variables of an original sample value of 0.563 and a t-statistics value of 4,709 (> 1.96) which implies that purchase intention is influenced directly and positively by brand image. According to the result, it means that if Brand Image of a product is good, then it can increase the Purchase Intention of consumers. Conversely, if the Brand Image is bad it will also decrease the Purchase Intention of consumers.

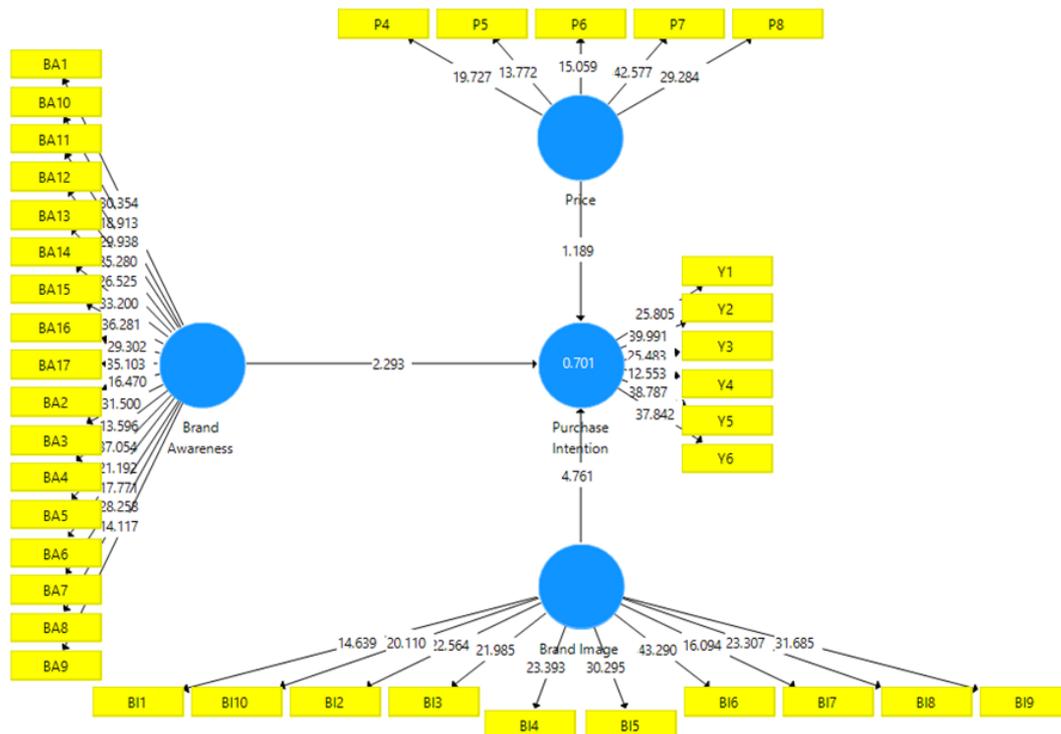


Figure 3. Bootstrapping Test

Discussion

This study aims to determine the role of price, brand awareness, and brand image of the purchase intention of pregnancy pillow in Surya Bedsheet. Exogenous variables assessed in this research model are price, brand awareness, and brand image. While the endogenous variables assessed in this research model are purchase intention.

The Influence of Price to the Purchase Intention of Pregnancy Pillow

Based on the test results on the effect of price on purchase intention has an original sample value of 0.073 and has a t-statistics value of 1.134 (<1.96) so it can be concluded that the first hypothesis (H1) is not supported the conclusion, that price has a positive but has no significant effect on the purchase intention. This study reinforce the research [52] which prove that price has a positive influence on purchase intention. Although previous research shows price have a positive impact on consumers' purchase intention in both physical stores [53] and e-commerce stores [51], this study fails to find a significant direct relationship between price and purchase intentions for pregnancy pillow product. Thus, the

results in this study stated that there is a positive but has no significant relationship between price and purchase intention which can be explained based on the lowest value of the indicator on the bootstrapping results, namely P5 with the value of 13.023 for the statement "Surya Bedsheet provides special discounts for consumers who are followers of the store (Tokopedia, Bukalapak, etc.)." It means that the availability of special discounts has an important role, so consumers are interested in making a purchase. According to study from VoucherCloud (2019), it reveals that 57% of shoppers are motivated to complete a first-time purchase when they are able to redeem a coupon [41]. The highest indicator in the bootstrapping result is P8 with a value of 27.152 for the statement "Surya Bedsheet offers prices according to product quality". This means that the price set by Surya Bedsheet for pregnancy pillow product is in accordance with the quality obtained by consumers. With quality materials and the size of a pregnancy pillow that is relatively large, the expectations of online consumers and the reality of product conditions have met.

The Influence of Brand Awareness to the Purchase Intention of Pregnancy Pillow

Based on the test results on the effect of brand awareness on purchase intention has an original sample value of 0.259 and a t-statistics value of 2.239 (>1.96) so it can be concluded that the second hypothesis (H₂) is supported and brand awareness positively influence the purchase intention. The results of this study strengthen the previous research by [15; 39; 44], which proves that brand awareness has a positive and significant effect on purchase intention. An extensive and wide brand awareness will encourage a purchasing intention for the brand. Familiarity with a brand will certainly make customer gain trust and confidence about a product, thus will results in the feeling of interest to buy the product that are being sold. Therefore, H₂ is proven that the brand awareness has a positive and significant effect on purchase intentions. Thus, the results of this study state that there is a positive and significant relationship between brand awareness and purchase intention that can be explained based on the highest indicator on the bootstrapping result is BA15 with a value of 38,862 in the statement "I have a product from Surya Bedsheet." This means that most respondents have brand awareness of Surya Bedsheet pillow products because previously they have used products from Surya Bedsheet and entrusted Surya Bedsheet as their pregnancy pillow product brand. However, in this variable, there is a lowest value of the indicator on the bootstrapping results that can be considered to be look out for in order to understand where it lacks of, namely BA4 with a value of 12.961 on the statement "Photos and shapes of pregnancy pillows from Surya Bedsheet are very unique." This means that Surya Bedsheets should increase the choice of patterns and colors that are more elegant for pregnancy pillow products.

The Influence of Brand Image to the Purchase Intention of Pregnancy Pillow

Based on the test results on the effect of brand image on purchase intention has an original sample value of 0.563 and a t-statistics value of 4.709 (> 1.96) so it can be concluded that the third hypothesis (H₃) is supported and brand image positively influence the purchase intention. The results of this study reinforce previous research [16; 54] found that brand image has a significant and positive impact on purchase intention, the study stated the brand image is an important antecedent (a total effect of 0.679) in determining trust, reflecting that the attractive and valuable brand increases consumers' trust of the product/service associated with the brand [17; 20; 33; 39]. The results in this study stated that there is a positive and significant relationship between brand image and purchase intention that can be explained based on the lowest value of the indicator on the bootstrapping results, namely BI1 with the value of 13.575 on the statement "The pregnancy pillow from Surya Bedsheet stands out compared to other brands". This means that the existence of a product brand attached to a product used by consumers will provide added value to measure the suitability of product characteristics with the needs and desires to better satisfy consumers [55]. The highest indicator on the bootstrapping result is BI6 with a value of 42.614 in the statement "I can recognize a pregnancy pillow product from Surya Bedsheet". This means that consumers judge for the first time through the shape and features of a pregnancy pillow product compared to other brands that can be known through the appearance that shapes the perception that the product exceeds the quality standards that are in their minds so as to encourage them to make a purchase.

CONCLUSIONS

Price has a positive but not significant effect on the purchase intention of pregnancy pillow with a T-statistics value of 1.134. First, since most customers does not sensitive about the price,

Surya Bedsheet should improve the quality of their product even if the price will increase the customers will still buy the product. Brand Awareness positively influence purchase intention for pregnancy pillow with a T-statistics value of 2,239. This shows that the more famous a pregnancy pillow brand, the greater the chance that potential customers will buy a pregnancy pillow product at Surya Bedsheet. Brand Image positively influence on purchase intention of pregnancy pillow products at Surya Bedsheet with a T-statistics value of 4,709. Therefore, it can be concluded that when a brand has a good brand image in the eyes of the customer, the greater the possibility for customers to buy a pregnancy pillow product at Surya Bedsheet.

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